

La Jolla Village Merchant Association
Profit & Loss Budget vs. Actual - BID
July 2022 through June 2023

	Jul '22 - Jun 23	Budget	Variance	% of Budget
Income				
Bid CarryForward	0.00	0.00	0.00	0.0%
BID Income	99,991.78	200,000.00	-100,008.22	50.0%
Total Income	99,991.78	200,000.00	-100,008.22	50.0%
Expense				
CarryForward	0.00	0.00	0.00	0.0%
Contingency Funds	0.00	15,000.00	-15,000.00	0.0%
Design/Beautification				
Banner	0.00	2,000.00	-2,000.00	0.0%
Holiday DecorRoof Line Lighting	2,640.54	18,000.00	-15,359.46	14.67%
Total Design/Beautification	2,640.54	20,000.00	-17,359.46	13.2%
Office /Administration				
Accounting/Bookkeeping	6,500.00	12,000.00	-5,500.00	54.17%
Audit	5,200.00	5,100.00	100.00	101.96%
Bank/Merchant Account Fees	0.00	500.00	-500.00	0.0%
Dues/Subscriptions/Fees	419.40	1,435.00	-1,015.60	29.23%
Election Costs	332.39	1,000.00	-667.61	33.24%
Equipment & Furniture	0.00	1,000.00	-1,000.00	0.0%
Insurance	0.00	5,000.00	-5,000.00	0.0%
Internet	208.88	700.00	-491.12	29.84%
Office & Cell Phone	0.00	0.00	0.00	0.0%
Office Maintenance Expense	0.00	100.00	-100.00	0.0%
Office Supplies	0.00	900.00	-900.00	0.0%
Parking	0.00	0.00	0.00	0.0%
Postage & Delivery	0.00	665.00	-665.00	0.0%
Professional Fees	149.90	1,000.00	-850.10	14.99%
Rent	10,705.40	16,800.00	-6,094.60	63.72%
Telephone	1,867.78	2,400.00	-532.22	77.82%
Utilities	858.12	1,400.00	-541.88	61.29%
Total Office /Administration	26,241.87	50,000.00	-23,758.13	52.48%
Outreach/Promotion				
Advertising & Publicity	6,857.24	8,500.00	-1,642.76	80.67%
Email Marketing	800.00	700.00	100.00	114.29%
IT Maintenance	1,966.00	2,500.00	-534.00	78.64%
Marketing/Graphic Design	0.00	2,000.00	-2,000.00	0.0%
Printing	0.00	1,000.00	-1,000.00	0.0%
Promotional Materials	488.94	3,000.00	-2,511.06	16.3%
Website Design Maintenance	1,150.00	1,000.00	150.00	115.0%
Total Outreach/Promotion	11,262.18	18,700.00	-7,437.82	60.23%
Personnel				
Employer Taxes - Federal	3,198.87	4,850.00	-1,651.13	65.96%
Employer Taxes - State	0.00	700.00	-700.00	0.0%
Executive Director	42,995.66	65,000.00	-22,004.34	66.15%
Health Insurance	6,700.00	6,250.00	450.00	107.2%
Payroll Fees	1,063.75	1,500.00	-436.25	70.92%

La Jolla Village Merchant Association
Profit & Loss Budget vs. Actual - BID

July 2022 through June 2023

	Jul '22 - Jun 23	Budget	Variance	% of Budget
Salaries	0.00	0.00	0.00	0.0%
Workers Compensation	0.00	3,000.00	-3,000.00	0.0%
Total Personnel	53,958.28	81,300.00	-27,341.72	66.37%
Special Events				
Enjoya La Jolla	0.00	0.00	0.00	0.0%
First Fridays/Recurring Events	0.00	0.00	0.00	0.0%
Merchant Events	5,888.91	15,000.00	-9,111.09	39.26%
Total Special Events	5,888.91	15,000.00	-9,111.09	39.26%
Total Expense	99,991.78	200,000.00	-100,008.22	50.0%
Net Income	0.00	0.00	0.00	0.0%

La Jolla Village Merchant Association

Balance Sheet

As of February 28, 2023

Feb 28, 23

ASSETS

Current Assets

Checking/Savings

First Republic 17,827.00

Wells Fargo 162,078.28

Total Checking/Savings 179,905.28

Accounts Receivable

Accounts Receivable 1,280.00

Total Accounts Receivable 1,280.00

Other Current Assets

Prepaid Insurance 1,349.83

Security Deposit 1,358.00

Tech Assistance/Acctg. Rcvbl. 1,500.00

Total Other Current Assets 4,207.83

Total Current Assets 185,393.11

Fixed Assets

Furniture & Equipment 39,362.89

less Accumulated Depreciation -60,412.89

Website 21,050.00

Total Fixed Assets 0.00

TOTAL ASSETS 185,393.11

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Other Current Liabilities

BID Assessment 21,962.31

SBEP Advance 6,249.81

Total Other Current Liabilities 28,212.12

Total Current Liabilities 28,212.12

Total Liabilities 28,212.12

Equity

Interfund-Cost of Admin LJCAP 20,800.00

Perm. Restricted-Beg Balance 16,625.00

Unrestricted Net Assets 118,228.95

Net Income 1,527.04

Total Equity 157,180.99

TOTAL LIABILITIES & EQUITY 185,393.11

La Jolla Village Merchant Association
Profit & Loss Budget vs. Actual
July 2022 through February 2023

	Jul '22 - Feb 23	Budget	Variance	% of Budget
Income				
Advertising				
Co-op	0.00	2,000.00	-2,000.00	0.0%
Newsletter Sponsorship	0.00	2,200.00	-2,200.00	0.0%
Website Ads	0.00	4,000.00	-4,000.00	0.0%
Total Advertising	0.00	8,200.00	-8,200.00	0.0%
Associate Membership	0.00	3,336.00	-3,336.00	0.0%
Banner Income	11,608.00	9,336.00	2,272.00	124.34%
BID Income	99,991.78	135,100.00	-35,108.22	74.01%
Donations				
Jigsaw Puzzle.	3,536.00	8,000.00	-4,464.00	44.2%
Total Donations	3,536.00	8,000.00	-4,464.00	44.2%
Grant Income	10,000.00	7,416.00	2,584.00	134.84%
Hotel Booking Income	63.44	336.00	-272.56	18.88%
SBEP	15,469.19	13,976.00	1,493.19	110.68%
SBEP Tech. Assistance/Acctg.	1,500.00	3,360.00	-1,860.00	44.64%
Special Events.				
Merchant Events	0.00	8,000.00	-8,000.00	0.0%
Total Special Events.	0.00	8,000.00	-8,000.00	0.0%
Total Income	142,168.41	197,060.00	-54,891.59	72.15%
Expense				
Contingency Funds	0.00	10,000.00	-10,000.00	0.0%
Design/Beautification				
Banner	0.00	1,336.00	-1,336.00	0.0%
Holiday DecorRoof Line Lighting	15,457.36	12,000.00	3,457.36	128.81%
Total Design/Beautification	15,457.36	13,336.00	2,121.36	115.91%
Office /Administration				
Accounting/Bookkeeping	8,000.00	10,000.00	-2,000.00	80.0%
Audit	5,200.00	8,172.00	-2,972.00	63.63%
Bank/Merchant Account Fees	0.00	336.00	-336.00	0.0%
Dues/Subscriptions/Fees	439.40	1,632.00	-1,192.60	26.92%
Election Costs	332.39	672.00	-339.61	49.46%
Equipment & Furniture	0.00	672.00	-672.00	0.0%
Insurance	0.00	3,336.00	-3,336.00	0.0%
Internet	208.88	464.00	-255.12	45.02%
Meetings/Conference	43.77	672.00	-628.23	6.51%
Office Maintenance Expense	0.00	136.00	-136.00	0.0%
Office Supplies	0.00	600.00	-600.00	0.0%
Postage & Delivery	0.00	448.00	-448.00	0.0%
Professional Fees	149.90	672.00	-522.10	22.31%
Rent	10,705.40	11,200.00	-494.60	95.58%
Technical Assistance	0.00	1,336.00	-1,336.00	0.0%
Telephone	1,764.78	1,600.00	164.78	110.3%
Utilities	858.12	936.00	-77.88	91.68%
Total Office /Administration	27,702.64	42,884.00	-15,181.36	64.6%

La Jolla Village Merchant Association
Profit & Loss Budget vs. Actual
July 2022 through February 2023

	Jul '22 - Feb 23	Budget	Variance	% of Budget
Outreach/Promotion				
Advertising & Publicity	6,857.24	5,664.00	1,193.24	121.07%
Email Marketing	700.00	472.00	228.00	148.31%
IT Maintenance	1,966.00	1,672.00	294.00	117.58%
Jigsaw Puzzle	3,238.90	4,000.00	-761.10	80.97%
Marketing/Graphic Design	58.49	1,336.00	-1,277.51	4.38%
Printing	0.00	672.00	-672.00	0.0%
Promotional Materials	651.97	2,000.00	-1,348.03	32.6%
Website Design Maintenance	1,150.00	672.00	478.00	171.13%
Total Outreach/Promotion	14,622.60	16,488.00	-1,865.40	88.69%
Personnel				
Employer Taxes - Federal	4,096.12	5,576.00	-1,479.88	73.46%
Employer Taxes - State	435.60	936.00	-500.40	46.54%
Executive Director	57,132.00	60,512.00	-3,380.00	94.41%
Health Insurance	11,247.23	10,400.00	847.23	108.15%
Payroll Fees	1,063.75	2,000.00	-936.25	53.19%
Workers Compensation	-196.00	2,000.00	-2,196.00	-9.8%
Total Personnel	73,778.70	81,424.00	-7,645.30	90.61%
Special Events				
Merchant Events	9,080.07	10,000.00	-919.93	90.8%
Total Special Events	9,080.07	10,000.00	-919.93	90.8%
Total Expense	140,641.37	174,132.00	-33,490.63	80.77%
Net Income	1,527.04	22,928.00	-21,400.96	6.66%

La Jolla Village Merchant Association

Profit & Loss by Class

July 2022 through February 2023

	BID	Discretionary	SBEP	TOTAL
Income				
Banner Income	0.00	11,608.00	0.00	11,608.00
BID Income	99,991.78	0.00	0.00	99,991.78
Donations				
Jigsaw Puzzle.	0.00	3,536.00	0.00	3,536.00
Total Donations	0.00	3,536.00	0.00	3,536.00
Grant Income	0.00	10,000.00	0.00	10,000.00
Hotel Booking Income	0.00	63.44	0.00	63.44
SBEP	0.00	0.00	15,469.19	15,469.19
SBEP Tech. Assistance/Acctg.	0.00	0.00	500.00	500.00
Technical Assistance/Acctg.	0.00	0.00	1,000.00	1,000.00
Total Income	99,991.78	25,207.44	16,969.19	142,168.41
Expense				
Design/Beautification				
Holiday DecorRoof Line Lighting	2,640.54	12,816.82	0.00	15,457.36
Total Design/Beautification	2,640.54	12,816.82	0.00	15,457.36
Office /Administration				
Accounting/Bookkeeping	6,500.00	0.00	1,500.00	8,000.00
Audit	5,200.00	0.00	0.00	5,200.00
Dues/Subscriptions/Fees	419.40	20.00	0.00	439.40
Election Costs	332.39	0.00	0.00	332.39
Internet	208.88	0.00	0.00	208.88
Meetings/Conference	0.00	43.77	0.00	43.77
Professional Fees	149.90	0.00	0.00	149.90
Rent	10,705.40	0.00	0.00	10,705.40
Telephone	1,867.78	-103.00	0.00	1,764.78
Utilities	858.12	0.00	0.00	858.12
Total Office /Administration	26,241.87	-39.23	1,500.00	27,702.64
Outreach/Promotion				
Advertising & Publicity	6,857.24	0.00	0.00	6,857.24
Email Marketing	800.00	-100.00	0.00	700.00
IT Maintenance	1,966.00	0.00	0.00	1,966.00
Jigsaw Puzzle	0.00	3,238.90	0.00	3,238.90
Marketing/Graphic Design	0.00	58.49	0.00	58.49
Promotional Materials	488.94	163.03	0.00	651.97
Website Design Maintenance	1,150.00	0.00	0.00	1,150.00
Total Outreach/Promotion	11,262.18	3,360.42	0.00	14,622.60
Personnel				
Employer Taxes - Federal	3,198.87	0.00	897.25	4,096.12
Employer Taxes - State	0.00	0.00	435.60	435.60
Executive Director	42,995.66	0.00	14,136.34	57,132.00
Health Insurance	6,700.00	4,547.23	0.00	11,247.23
Payroll Fees	1,063.75	0.00	0.00	1,063.75
Workers Compensation	0.00	-196.00	0.00	-196.00
Total Personnel	53,958.28	4,351.23	15,469.19	73,778.70
Special Events				
Merchant Events	5,888.91	3,191.16	0.00	9,080.07
Total Special Events	5,888.91	3,191.16	0.00	9,080.07
Total Expense	99,991.78	23,680.40	16,969.19	140,641.37
Net Income	0.00	1,527.04	0.00	1,527.04